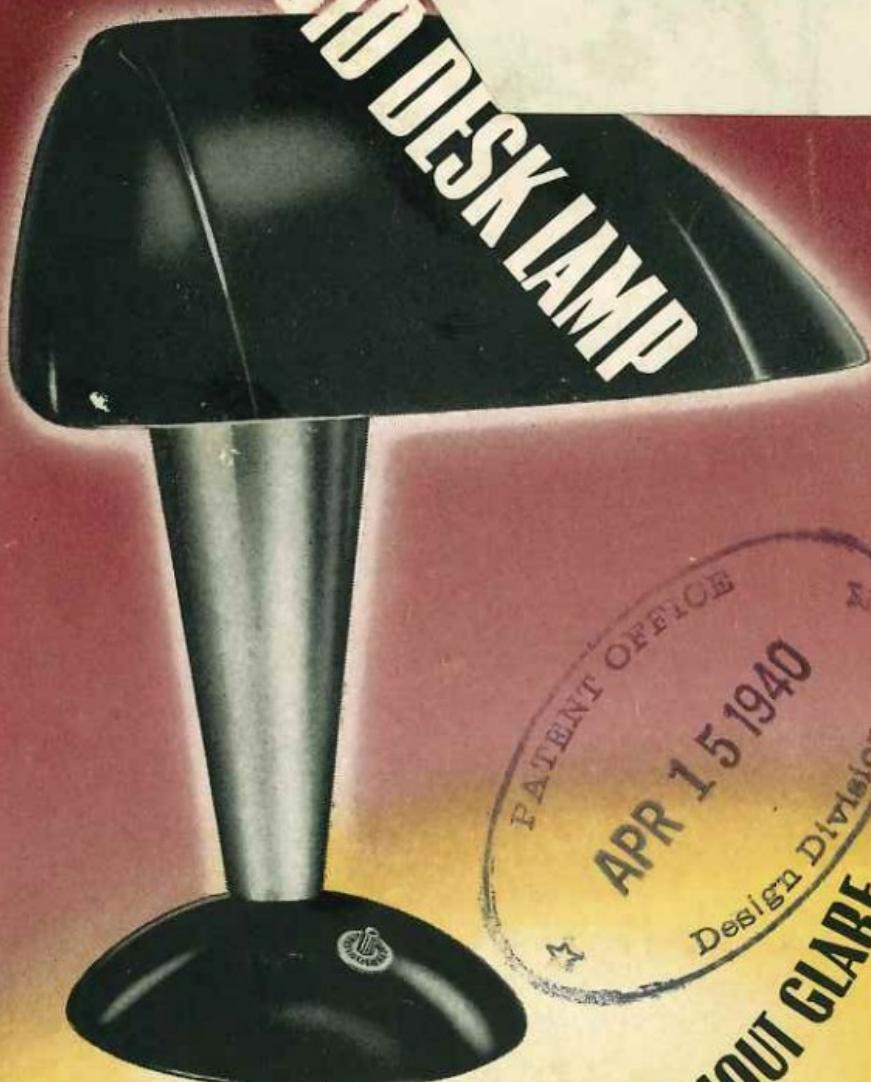


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NEW POLAROID DESK LAMP



PATENT OFFICE

APR 15 1940

Design Division

GIVES BRIGHT EVEN LIGHT WITHOUT GLARE

YOUR EYES DESERVE A POLAROID* DESK LAMP

If you work with your eyes, you need Polaroid illumination. You can prove this quickly and surely yourself by comparing a Polaroid Desk Lamp with any other lamp you choose.

Place both lamps before you on your desk, side by side. Sit down in your usual working position and begin to leaf through a magazine. Turn on one lamp, then the other, as you read.

The ordinary light will produce a shimmering film of glare over the page — make the black type appear gray. Switch on the Polaroid Desk Lamp and you will see the type turn



black. It will stand out in sharp, velvety relief against the white page.

Try this experiment yourself. Learn firsthand how Polaroid light can bring you a new experience in seeing — how it can relieve your eyes of needless strain.

The Polaroid Desk Lamp does even more. Ordinary desk lamps must be placed at one side of your work to reduce glare. This means that the illumination "fades out" at one side of your

work — that the end of a line of type may receive 50% less light than the beginning. Your eyes must adjust themselves to this change each time they read across the page. An hour's work at the desk of a busy student or executive means hundreds and hundreds of eye-fatiguing adjustments.

With the Polaroid Desk Lamp in front of your work the light is the same intensity at the beginning and end of each line you read. It lets your eyes work longer without tiring, lets you concentrate better, and improves your eye-work — leaves you fresh at the end of the day. Ask for a demonstration.

How Polaroid Desk Lamps End Reflected Glare

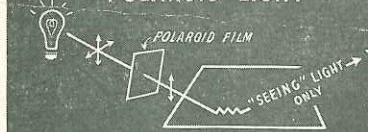
Ordinary light waves vibrate in all directions. The vertical vibrations reach the eye as useful light. The horizontal vibrations are reflected as glare.

The Polaroid shield in the Polaroid Desk Lamp combs out the light before it reaches your desk top — only the useful, vertical vibrations can pass.

ORDINARY LIGHT

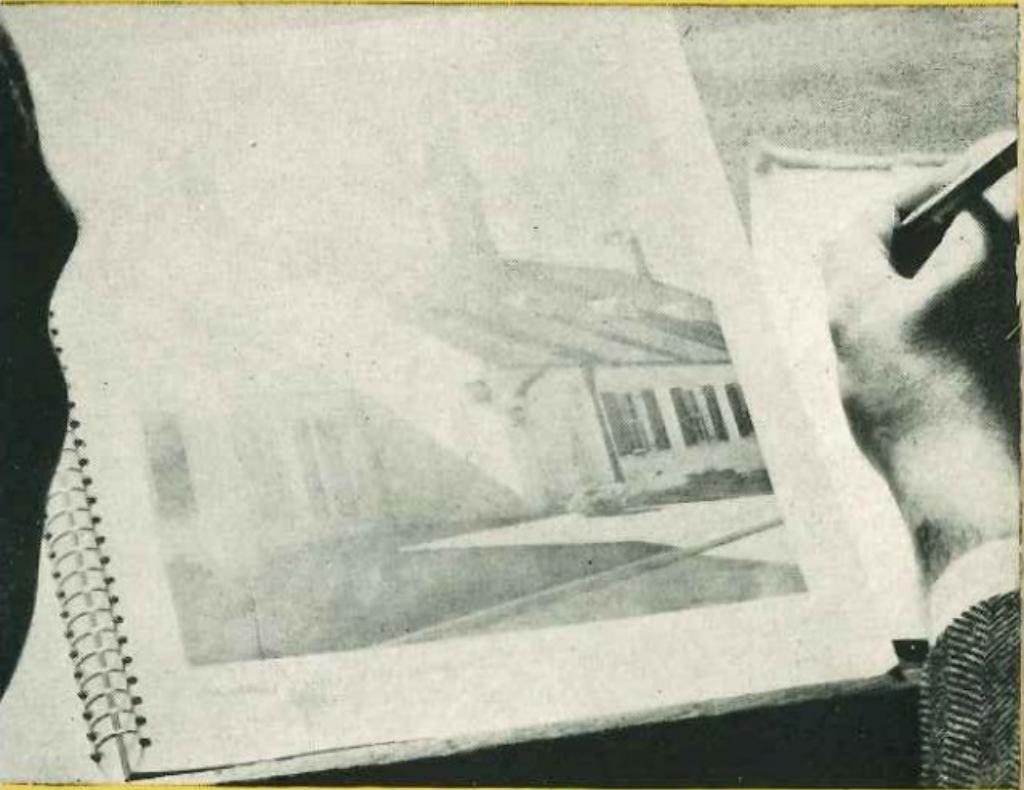


POLAROID LIGHT

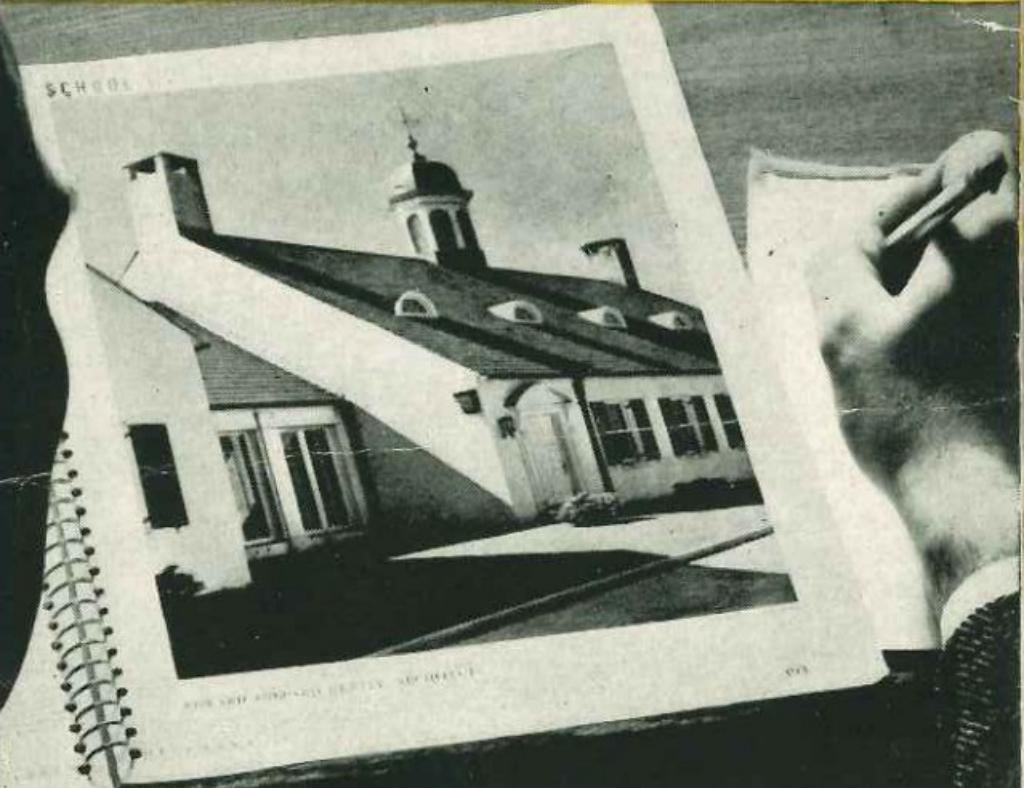


UNRETOUCHED PHOTOGRAPHS

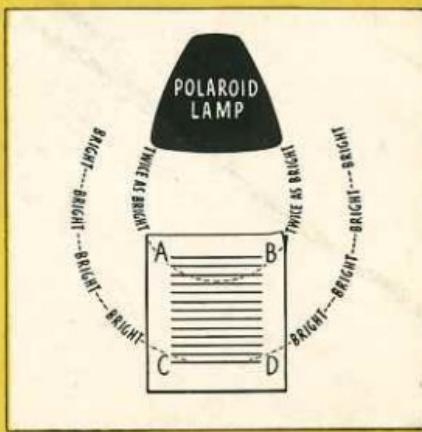
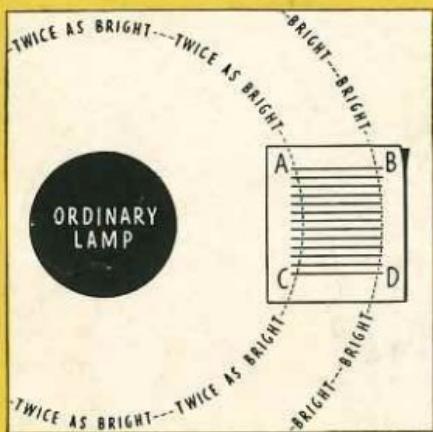
WITH ORDINARY LIGHT



WITH POLAROID LIGHT



EVEN LIGHT MAKES SEEING EASY



ORDINARY DESK LAMPS must be placed to one side to reduce the reflected glare. Illumination at B and D, on the right-hand side of the page, may be only half the illumination at A and C, on the left. Eyes are subjected to this change in illumination on every line of type — many hundreds of times every hour.

POLAROID DESK LAMPS are placed directly in front — because glare cannot reflect from the reading surface. Illumination at A is the same as at B. Illumination at C is the same as at D. Each line of type is uniformly illuminated over its full length. Eyes have only one gradual adjustment to make for each page. Seeing is easy. Eyes stay fresh.

POLAROID CORP.



CAMBRIDGE, MASS.

*T. M. REG. U. S. PAT. OFF.

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